

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	12/01/2009		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Formation Inc.		01/01/2010	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
Name:	Formation Brands, LLC		
Street Address:	1000 Cherry Avenue, Suite 140		
City:	San Bruno		
State/Country:	CALIFORNIA		
Postal Code:	94066		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 5</b>			
Property Type	Number	Word Mark	
Registration Number:	3295620	STEMOLOGY	
Serial Number:	77044322	SWIZZLE	
Registration Number:	3437230	SLANT	
Registration Number:	3437238	SLANT	
Registration Number:	3427903	STIR	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(415)705-6383		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(415) 705-6377		
Email:	tmdocketing@dergnoah.com		
Correspondent Name:	Todd A. Noah		
Address Line 1:	Three Embarcadero Center, Suite 410		
Address Line 2:	Dergosits & Noah LLP		
Address Line 4:	San Francisco, CALIFORNIA 94111		

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**900155391**

**TRADEMARK**  
**REEL: 004154 FRAME: 0482**

ATTORNEY DOCKET NUMBER:	830.01
NAME OF SUBMITTER:	Todd A. Noah
Signature:	/Todd A. Noah/
Date:	02/23/2010
<b>Total Attachments: 2</b> source=Nunc Pro Tunc Trademark Assignment - Formation Inc. to Formation Brands LLC#page1.tif source=Nunc Pro Tunc Trademark Assignment - Formation Inc. to Formation Brands LLC#page2.tif	

## NUNC PRO TUNC TRADEMARK ASSIGNMENT

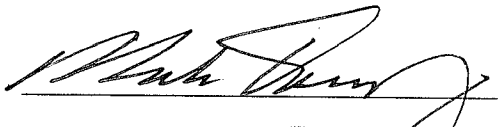
WHEREAS, Formation Inc., a corporation of the state of California having a business address at 1000 Cherry Avenue, Suite 140, San Bruno, California, 94066, (hereinafter referred to as "Assignor") is the owner of the trademark application and registrations identified on the attached Schedule A ("the Trademarks"); and,

WHEREAS, Formation Brands, LLC, a limited liability company organized under the laws of the state of California having a business address at 1000 Cherry Avenue, Suite 140, San Bruno, California, 94066, (hereinafter referred to as "Assignee"), desires to acquire all right, title and interest in and to the Trademarks and the goodwill associated therewith;

NOW, THEREFORE, effective and binding *nunc pro tunc* as of December 1, 2009, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee all right, title and interest in and to the Trademarks and the registrations issuing therefore, together with the goodwill of the business associated with the Trademarks and the portion of the business to which the Trademarks pertain, and all causes of action relating thereto.

IN WITNESS WHEREOF, the Assignor has caused this Trademark Assignment to be executed on this 1 day of Jan, 2010.

FORMATION INC.

By:   
Name: Mark Tower  
Title: President  
Formation Inc.

**SCHEDULE A**

**U.S. Federal Trademark Applications and Registrations**

<b>Trademark</b>	<b>Application No.</b>	<b>Filing Date</b>	<b>Registration No.</b>	<b>Registration Date</b>
STEMOLOGY	78/870,083	4/26/2006	3,295,620	9/18/2007
SWIZZLE	77/044,322	11/15/2006		
SLANT	77/136,294	3/21/2007	3,437,230	5/27/2008
SLANT (and Design)	77/138,100	3/22/2007	3,437,238	5/27/2008
STIR	77/198,376	6/5/2007	3,427,903	5/13/2008